

Tony McKenna

Head of Leisure services

Newcastle City Council



2009-2010
Preventing and tackling child poverty

**How can we help to stop the year
on year rise in childhood
obesity – and help our
communities have fun on the
journey?**



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Government Ambition:

‘Our ambition is to be the first major nation to reverse the rising tide of obesity and overweight in the population by ensuring that everyone is able to achieve and maintain a healthy weight. Our initial focus will be on children: by 2020, we aim to reduce the proportion of overweight and obese children to 2000 levels’

Healthy Weight, Healthy Live: A Cross Government Strategy for England, 2008



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The obesity strategy for Newcastle

Provides us with a framework for local action by

- Increasing understanding regarding the extent of the problem**
- Providing leadership across agencies**
- Choosing the most effective interventions**
- Provides us with clarity regarding monitoring and evaluation of performance**
- Helps build local capacity**

Obesity is a multi factorial disease

Factors contributing to obesity

Energy intake (Diet)

Physical Activity (exercise)

The environment

Deprivation

Disease and disability

Genetics and ethnic origin

Psychology and behaviour

Birth weight and the rate of infant weight gain

Parental obesity



National Child Measurement Programme Data for Newcastle 08/09

Reception Children (4-5 years)

12% obese

15% overweight

Year 6 Children (10-11 years)

22% obese

14.5% overweight

Based on over 95% participation

Be a part of the
great **weight**
debate!

Obesity is a major risk to our health.
The solution lies with all of us - be there!

Brancepeth Suite, St James' Park
Newcastle upon Tyne

Monday 29 January '07

9am - 2pm



To book your place or find
out more please contact
Janet Ross on:

0191 219 6002 or email:
janet.ross@newcastle-pct.nhs.uk

- A particular problem of childhood obesity was identified in the Walker area of East Newcastle. The mean overweight and obesity rate for year 6 children attending the 10 primary schools in the area was 45%, compared with a city wide mean of 36%

A high-angle photograph of a large group of children, mostly in yellow and light blue shirts, gathered on a grassy area. They are holding a large white banner in the center. The banner features the text 'LEAN EAST' in stylized fonts, a cartoon rabbit character, and the tagline 'encouraging good food, fun and fitness'.

LEAN EAST

encouraging good food, fun and fitness



Newcastle **NHS**
Primary Care Trust

Newcastle
City Council

National Institute for Clinical Excellence guidelines

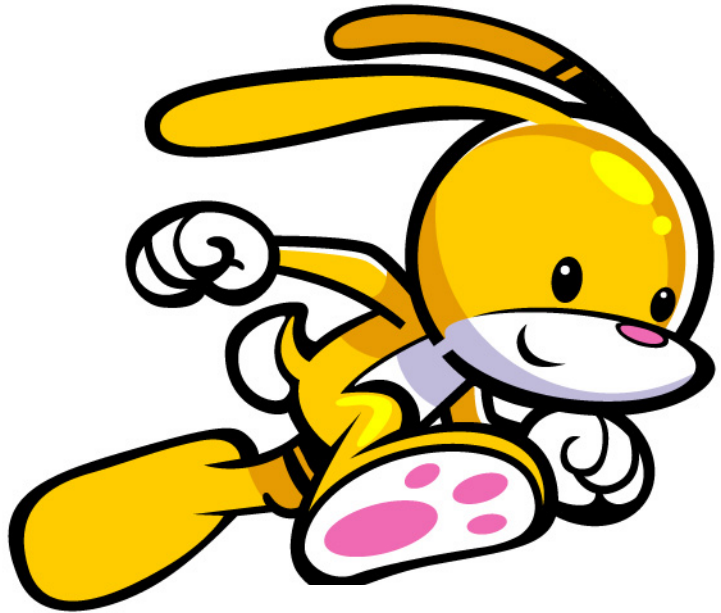
- Interventions targeted on food and physical activity at the same time;
- Interventions targeted at schools and the communities surrounding the schools at the same time;
- Interventions targeted at individual children and at their siblings and parents at the same time;
- A social marketing campaign targeted at the entire community.

Food Interventions

- Free locally produced organic milk & fruit provided every day to every schoolchild in the 10 primary schools;
- Smoothie making was promoted and smoothie bars established in the schools;
- Cookery skills classes for children and their parents were set up in two local community centres;
- A health trainer specialising in diet and nutrition worked exclusively with parents and children in schools and local community centres;
- The findings from social marketing focus groups were used to promote healthy school meals, healthy packed lunches, and healthy cooking through a whole range of innovative marketing media.

Physical Activity Interventions

- A partnership between the 10 schools and the Newcastle Eagles professional basketball club
- A cycling project taught children how to ride and maintain their bikes and organised regular bike runs;
- A health trainer specialising in physical activity is worked exclusively with individuals and groups of children and parents in the local community;
- The findings of social marketing focus groups were used to develop a Lean East brand and to design a range of innovative marketing resources and initiatives to change the community's attitude to exercise and fitness;
- Half way through the first year, Newcastle United Football Club joined the programme with funding support from the Premier League.



LEAN EAST

encouraging good food, fun and fitness



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Issue 1 October 2007

LEAN EAST Life

encouraging good food, fun and fitness



INSIDE... Lean East Rabbit competition winner announced!



INSIDE... East End Fun Run snaps!



INSIDE... Newcastle United Chief backs Lean East!



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Active Newcastle

www.activenewcastle.co.uk



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What Happens Next?

- Further evaluation
- Value for money exercise
- Roll out of lessons learned from Lean East
- Implementation of Obesity Action plan

Lessons Learned

- Importance of voluntary and community sector
- “Buy in” by Heads of schools
- The importance of the whole family environment
- Getting the message across





FUN!

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